

01-16-02

PATENT APPLICATION

DOCKET NO.: INTE.20USU1

IN THE U.S. PATENT AND TRADEMARK OFFICE
Patent Application and Fee Transmittal Letter

ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231

Sir:

Transmitted herewith for filing under 37 CFR 1.53(b) is a(n):

- (X) Utility () Design (X) original patent application,
() continuing application,
() continuation-in-part () continuation or () divisional of S/N _____ filed _____

INVENTOR(S): Steven O. Markel, 3031 E. Wycliff Way, Highlands Ranch, Colorado 80126
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TITLE: COLLECTION OF AFFINITY DATA FROM TELEVISION, VIDEO, OR SIMILAR TRANSMISSIONS

Enclosed are:

- (X) Specification 20 pages, including 2 pages claims and 1 page Abstract
(X) The Declaration and Power of Attorney. () signed (X) unsigned or partially signed
(X) 10 sheets of (X) formal drawings (two sets) () informal drawings (one set)
() Information Disclosure Statement and Form PTO-1449 () Associate Power of Attorney
() Priority document(s) () (Other) _____ (fee \$ _____)

CLAIMS AS FILED BY LARGE ENTITY

(1) FOR	(2) NUMBER FILED	(3) NUMBER EXTRA	(4) RATE	(5) TOTALS
TOTAL CLAIMS	6	6 - 20 = 0	X \$18	\$0
INDEPENDENT CLAIMS	2	2 - 3 = 0	X \$84	\$0
ANY MULTIPLE DEPENDENT CLAIMS			X \$280	\$0
BASIC FEE: Design (\$330); Utility (\$ 740)				\$740
TOTAL FILING FEE				\$740
OTHER FEES				0
TOTAL CHARGES				\$740

- () Attached is a check for \$ _____.
(X) Please charge to Deposit Account 50-1491 the amount of \$740.

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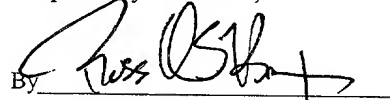
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United States Postal Service "Express Mail" Post
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Typed name: Christie Cochran

Respectfully submitted,

By 
Russell S. Krajec
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Date: 26 Oct 2001
Telephone No.: 970-377-6363

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